GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:4999
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NATIONAL DESIGN POLICY
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether a National Design Policy has been announced by the Government;

(b) if so, the salient features thereof;

(c) the total number of professional designers working at present in the country;

(d) the number of youths who got employment in this sector every year;

(e) whether the Government has any proposal to promote design industries; and

(f) if so, the steps taken thereon during the last three years?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDSUTRY (SHRI ASHWANI KUMAR)

(a) & (b): A National Design Policy was approved by the Government on 8th February 2007. The salient features of the Policy include:

Concept of a "design enabled Indian industry" which could impact both the national economy and the quality of life in a positive manner

Preparation of a platform for creative design development

Design promotion and partnerships across many sectors, states and regions for integrating design with traditional and technological resources

Raising Indian design education to global standards of excellence

Creation of awareness among manufacturers and service providers about the competitive advantage of original designs

attracting investments, including foreign direct investments, in design services and design related R&D

involving industry and professional designers in the collaborative development of the design profession

(c): As per information made available by the National Institute of Design, Ahmedabad, the total number of professional designers working at present in the country is approximately 3000.

(d): The information has not been centrally maintained.

(e)&(f): Various measures taken by the Government for promotion of industries also inter-alia include design industries
Some of the measures taken are:

Design Promotion measures during last 3 years

The 1st National Design Policy was announced by the Union Cabinet on 8th February 2007. Which emphasis design for industry, competitiveness, design for quality of life, design for exports, design promotion through "designed in India made for the World" awareness and quality upgradation programmes and setting up design centres and Innovation hubs, global leadership in design Education through new Design education campuses.

The 1st of its kind National Design Bussiness Incubator was set up at NID with the assistance of DIPP and DST in the year 2004.

The 1st of its kind Design Research & Development Centre was set up at Bangalore with the support of DIPP & DST in 2006.

Post Graduate Diploma in Design programmes in sector specific disciplines were introduced by NID from the year 2002. The new

sector specific research intensive PGDPD programmes commenced during the last 3 years include
(i) PGDPD in Automobile & Transportation Design,
(ii) PGDPD in Retain Design and
(iii) PGDPD in Digital Experience.

NID is represented in the world design apex body ICSID and Director NID is a Board Member of ICSID. NID is represented in all the Executive Board and General Assembly meetings of the ICSID.

NID has set up an International Centre for Indian Crafts with the assistance of DCH and the centre is regularly imparting training to craft-persons, and artisans etc. regularly.

NID has set up an IPR Cell for documenting and design registration of various innovations. So far we have filed design registration for about 50 innovations.

Other design promotion measures (year-wise) include:

2005-06

International Conference on "Design Education Tradition & Modernity" (DETM) − 2nd to 4th March 2005.
Participated in the Singapore Design Festival held in November 2005.

Conducted Geo-Visualisation Seminar for use in Spatial Design on 15/16 Nov.05.

Businessworld-NID Design Excellence Awards function held on 03.12.2005.

5th CII-NID Design Summit held on 8th/9th December 2005.

North-East Design Conclave by DIPP-CII-NID held on 12th and 13th Nov. 2005 in Shillong.

Seminar on "Indian Crafts the future in a globalizing world" held on 25th & 26th Nov. 2005, in preparation to setting up of an international Centre for Indian Crafts Centre at NID sponsored by DC(H).

HT Luxury Conference partnered by FICCI & NID was held on 13th / 14th Jan.,06 in which the new PG programme was also launched.

2006-07
A 2 day National Seminar on Industrial Design & Intellectual Property Rights was held on 25-26 Apr 2006

Instituted Design Excellence Award in collaboration with Businessworld since 2003 and 4th Award function held at New Delhi on 20th Jan. 2007.

India Design week celebrated from 30th Nov. to 7th Dec. 06 with NID's 27th Convocation.

The NDBI at NID organized first Design Idea Fair in the India Habitat Centre at New Delhi on 2nd/3rd Dec.2006 in which around 35 ideas were developed and 300 visitors turned for the fair.

Organised 6th CII-NID Design Summit at Delhi 4-5th Dec.06.

Collaborated with FICCI and Pune Design Foundation for Pune Design Festival on 17th Nov. 2006.

2007-08

"Chitrakatha 2007"- an International Student Animation Festival 2007 held at NID during 25-27th Oct. 2007.
A 3-day National Conference on Geo-Visualisation GCDRP-2007 jointly organized by NRDMS (DST) and NID held at NID on 28-30 November 2007.

Design Week held during 7-14 Dec. 2007.

Design Idea Fair 2007 held during 12-13 Dec 2007 at Bangalore.

7th NID-CII Design summit held during 11-12 Dec. 2007 at Bangalore.